



*Making our planet more productive.™*

# Meatless goes mainstream

Plant-based protein products are  
now sold in 95% of grocery stores\*



## Cold Hard Fact

Consumers looking to eat less meat protein and fat are turning to plant-based meat substitutes. Praxair offers **cryogenic freezing and chilling equipment** that can improve your product quality and improve the efficiency of your plant-based protein product production.



Temperature  
Control



Atmosphere  
Application



Service &  
Systems Support

The plant-based food industry is really growing. According to a 2018 Nielsen report, sales growth of plant-based foods is outpacing sales growth of all retail foods by a factor of 10!

Leading the way are plant-based meat substitute sales, with unit sales of over 157MM and a dollar sales growth of 20%.<sup>\*</sup> This upswing of plant-based sales reflects consumers' changing attitudes towards meatless items and the shift to flexitarian, vegetarian or vegan diets.<sup>\*\*</sup>

Visit [www.praxairfood.com/coldhardfacts](http://www.praxairfood.com/coldhardfacts) for more information.

Praxair can help you take advantage of the meatless trend. Let us work with your product in our Food Lab, then talk to our experts about the benefits of cryogenic technologies. Our *CryoBlend*<sup>™</sup> meat mixing injection system and in-line *ColdFront*<sup>™</sup> cryogenic freezers can boost your productivity and preserve overall product quality.

Put a little **PRAXAIR** in your process! Call 1-800-PRAXAIR today.

<sup>\*</sup>Source: Plant-Based Market Overview, [www.gfi.org](http://www.gfi.org)

<sup>\*\*</sup>Source Crain's Chicago Business, June 24, 2019



7000 High Grove Blvd. | Burr Ridge, IL 60527